

# PARSMO

Parking Policies  
for Shared  
Mobility

# PARSMO NEWSLETTER

# #1

## Welcome to the first issue of our PARSMO newsletter!

European cities are at a turning point.

**Private car ownership** continues to put growing pressure on **urban space**, while cities are simultaneously expected to accelerate the **green transition**, reduce emissions and improve quality of life. Public space is limited and how it is allocated reflects political priorities.

**Parking policy** is no longer a technical matter. It is a strategic lever.

PARSMO – Parking Policies for Shared Mobility – was created to address this challenge. The project brings together European regions and cities committed to transforming parking policies into effective tools that support **shared mobility**, reduce dependency on private cars and **contribute to zero-carbon urban mobility**.

This first issue introduces the project's objectives, partnership and policy ambition. PARSMO is not only about exchanging experiences. It is about improving concrete **policy instruments** and delivering regulation frameworks change.

## About the project

Across Europe, cities are investing in public transport, cycling infrastructure and shared mobility services such as **car sharing, bike sharing and e-scooters**.

However, the success of these solutions often depends on one overlooked factor: access to space.





Without coherent parking policies:

- shared mobility vehicles lack visibility and accessibility,
- intermodal hubs remain underused,
- incentives for sustainable choices are weak.

PARSMO addresses this gap by focusing on how parking regulation, spatial planning and mobility governance can be aligned.

The project works on four strategic dimensions:

1. Integrating shared mobility into **local regulations** and urban development frameworks
2. Optimising **intermodal hubs** to reduce private car dependency
3. Defining balanced **regulatory frameworks** for shared mobility services
4. Promoting evidence-based decision-making through monitoring and **stakeholder involvement**

Through interregional cooperation, partners will improve their policy instruments and embed shared mobility more effectively into their territorial strategies.

[See more](#)

## Key information:



GREEN



1.25 M  
EU FUNDING



May 2025  
Jul 2029

**Programme:** Interreg Europe 2021–2027

**Policy Objective:** Greener Europe

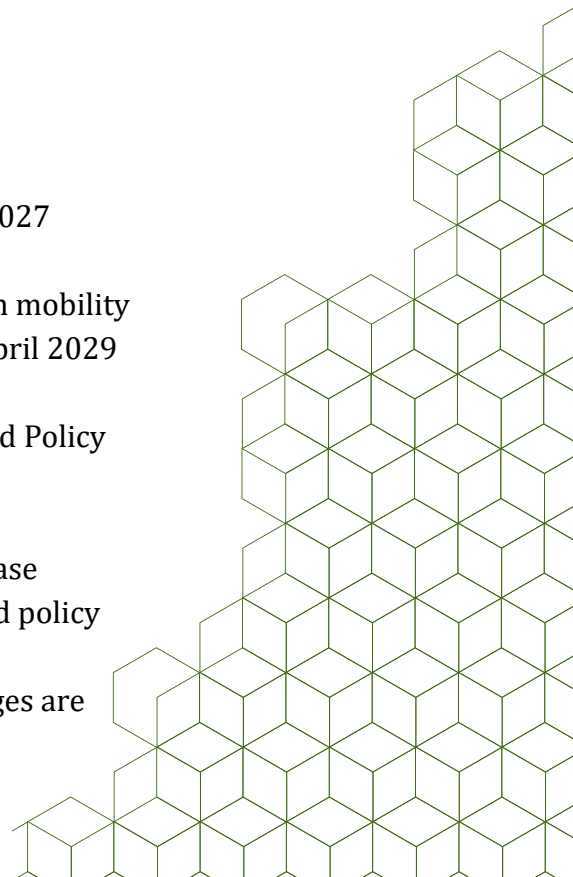
**Specific Objective:** Zero-carbon urban mobility

**Project Duration:** 1 May 2025 – 30 April 2029

**Total Budget:** €1.591.914,00

**Partnership:** 8 partners + 1 Associated Policy Authority

PARSMO includes a 36-month core phase dedicated to interregional learning and policy improvement, followed by a 12-month monitoring phase to ensure that changes are effectively embedded.



## Project partnership

PARSMO brings together cities, regions and mobility experts from across Europe:

**Lead Partner:** Municipality of Brindisi (Italy)

**Partners:**

Way To Go (Belgium)

City of Hasselt (Belgium)

Rzeszow Regional Development Agency (Poland)

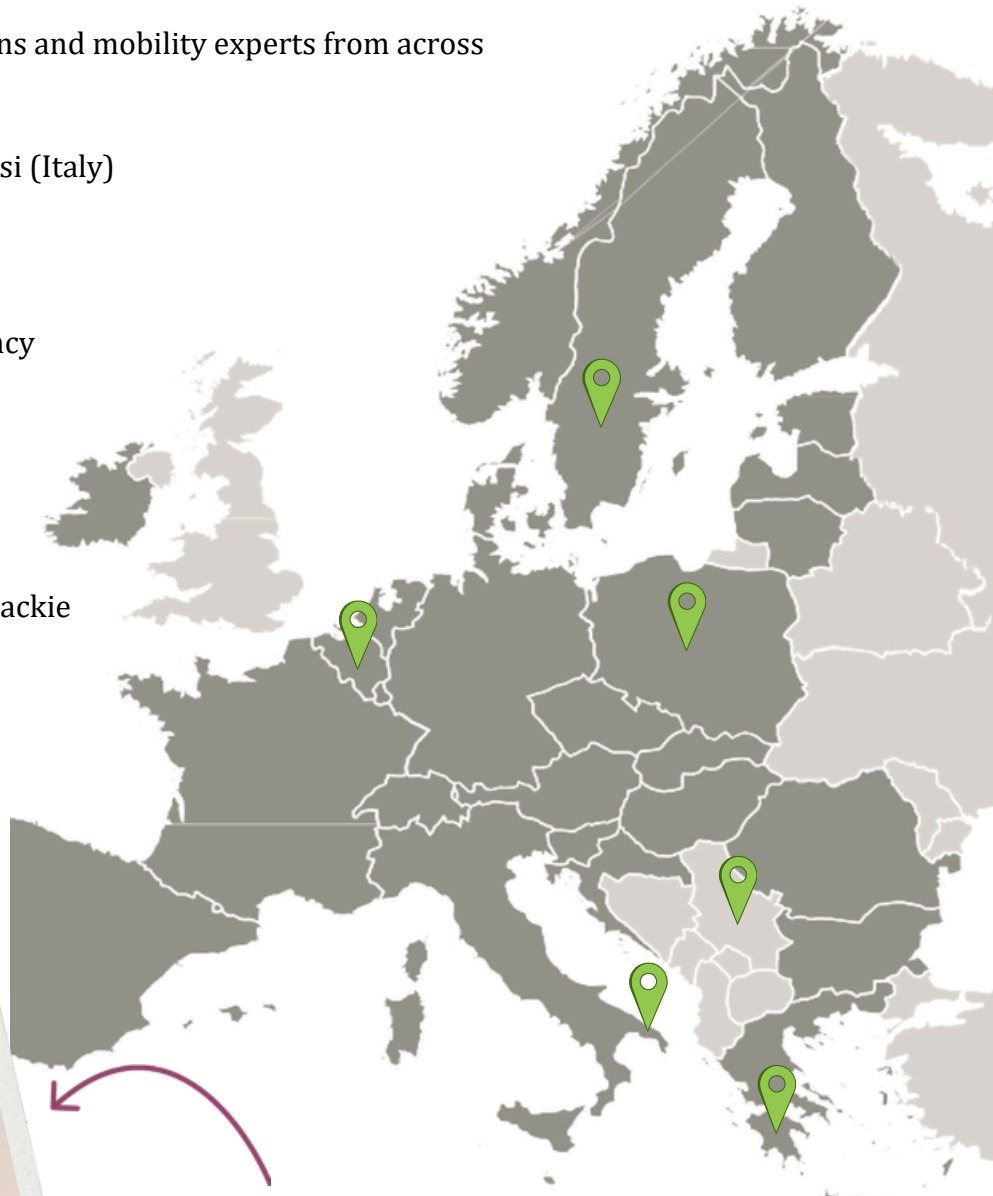
Region of Peloponnese (Greece)

University of West Attica (Greece)

Region Kronoberg (Sweden)

City of Kragujevac (Serbia)

Associated Policy Authority: Podkarpackie Region (Poland)



### Lead Partner: Municipality of Brindisi

Brindisi is a medium-sized Mediterranean port city in Southern Italy, strategically positioned along major European transport corridors. As Lead Partner of PARSMO, the Municipality of Brindisi is committed to accelerating the transition towards sustainable and climate-resilient urban mobility.

Brindisi is using PARSMO as a concrete policy laboratory to strengthen its **Sustainable Urban Mobility Plan (SUMP)**, addressing one of today's most complex urban challenges: how to integrate shared mobility services into cities through effective and balanced parking policies.

Approved in 2023, the SUMP defines a 10-year strategy to guide the city towards a **more sustainable, integrated and efficient mobility system**. It promotes modal shift, infrastructure development for active mobility, digital traffic management and participatory planning.



Through PARSMO, Brindisi aims to:

1. Test and improve **parking regulations** that support shared mobility services (car sharing, bike sharing, micromobility);
2. Better integrate shared mobility into **urban planning** and new developments;
3. Strengthen **stakeholder involvement** in mobility governance;
4. Translate **European good practices** into local, actionable policy changes.
5. Establishing a structured **dialogue** with mobility providers, local businesses, citizens and regional authorities.



By linking European cooperation with local implementation, Brindisi aims to reduce car dependency, reclaim public space, and accelerate the transition towards a more sustainable, accessible and people-centred urban mobility system.

## Kick-off Meeting: Laying the foundations

On **16–17 September 2025**, the PARSMO partnership met in **Brindisi** for the first Kick-off Meeting, officially launching the interregional cooperation phase of the project.

The meeting marked a crucial step in moving from strategic alignment to operational dialogue. Partners presented their respective policy instruments highlighting current challenges in integrating shared mobility into existing regulatory systems. Discussions focused on three core questions:

- How can parking policy actively encourage modal shift?
- What regulatory barriers limit the growth of shared mobility?
- How can urban planning and mobility governance be better aligned?

The exchange confirmed that while territorial contexts differ, partners face common structural challenges: limited public space, fragmented regulations and insufficient coordination between mobility services and spatial planning.



## Study Visit to SVOD: A Good Practice in Action

A key highlight of the Kick-off Meeting in Brindisi was the study visit to **SVOD – Santu Vitu On Demand**, a local good practice demonstrating how mobility services can respond to real territorial needs.

SVOD was created in San Vito dei Normanni, a small town in Southern Italy where many neighbourhoods were not adequately served by traditional public transport. **Limited bus routes and infrequent connections** made daily travel difficult, especially for elderly people, students, persons with reduced mobility and citizens without access to a private car.

Instead of expanding fixed bus routes, SVOD introduced a more flexible solution: an **on-demand shared transport service**, bookable via app or call centre. **Electric and hybrid minibuses** group compatible ride requests, optimising routes while cutting costs and emissions. The vehicles are fully accessible, ensuring **mobility for wheelchair users and people with reduced mobility**.



Born from a powerful alliance between social organisations, the municipality and mobility operators, SVOD has rapidly transformed philanthropic investment into a **scalable, self-sustaining service** that replaces private car trips, empowers vulnerable citizens and delivers cleaner, more inclusive mobility to the community.

### The message was clear!

Shared mobility is not only an urban solution. In low-density and peri-urban areas, it can become a **powerful tool for social inclusion and climate transition**, when supported by the right governance framework.

SVOD demonstrates that parking policy and shared mobility must be designed as part of a broader ecosystem, where **accessibility, sustainability and public space management work together**.





## What's next?

In the coming months, PARSMO will focus on:

- Organising Regional Stakeholder Groups in each partner territory
- Conducting a joint survey and state-of-play analysis
- Identifying transferable good practices in parking management and shared mobility governance
- Stakeholder involvement is central to the project. Policy improvement requires political commitment, technical capacity and social acceptance.

The ultimate goal is clear: reshape how public space is governed, so that parking policies actively support climate goals, shared mobility and more liveable cities.

## Why PARSMO matters?

Urban space is finite.  
Climate targets are binding.  
Citizens demand accessibility and liveability.

Parking policies influence travel behaviour, investment priorities and spatial justice. By rethinking how space is allocated, cities can **shift from car dependency to shared, sustainable mobility systems.**

PARSMO aims to demonstrate that parking reform is not a marginal technical issue, it is a cornerstone of urban transition.



# PARSMO Goes International: Shared Mobility Rocks 2026

Shared mobility is not only a policy topic,  
it is a growing European movement.

On **May 5, 2026**, Vienna will host the eighth edition of **Shared Mobility Rocks**, the international conference-meets-festival event dedicated to the future of shared mobility.



This year's theme, **"Time to Scale Up"**, focuses on a crucial question for cities and regions across Europe:

**How can shared mobility move from pilot projects to systemic impact?**

Hosted for the first time by Wiener Linien, Vienna's public transport operator, the event brings together policymakers, mobility providers, planners, researchers and innovators in a highly interactive format.

- **International speakers and mobility pioneers**
- **Multiple stages with unconventional exchange formats**
- **Hands-on showcases of innovative services**
- **Site visits exploring mobility solutions in Vienna**
- **And a vibrant networking atmosphere designed to inspire action**

For the PARSMO community, this event represents an important opportunity to connect with a broader European ecosystem working on scaling shared mobility solutions and integrating them into urban systems.

📍 **Vienna, May 5, 2026**

🔗 **More information: [www.shared-mobility.rocks](http://www.shared-mobility.rocks)**

## Stay connected!

Follow PARSMO through:

- The Interreg Europe project page
- Local partner communication channels
- Upcoming stakeholder meetings

If your organisation is involved in mobility planning, urban development, public transport or parking management, we invite you to connect with your regional partner and join the discussion.



## PARTNERS:



Municipality  
of Brindisi



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ΠΕΛΟΠΟΝΝΗΣΟΥ



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